WHAT IS CLAIMED IS:

1. In a computer system having an application with an embedded browser for retrieving information from a Web server, said information including Web pages having tags affecting display of content at the embedded browser, at least some Web pages having hypertext links comprising tags specifying hypertext navigation to other information, an improved method for allowing the server to control the application, the method comprising:

defining a special key tag type to be monitored by the application, so that the server may control the application, said special key tag type specifying a tag that includes an embedded tag specifying hypertext navigation and includes auxiliary information;

publishing to the application a Web page having at least one of said special key tags, so that the Web page is displayed at the application;

receiving a user request for invoking a particular hypertext link of the published Web page;

in response to said request, trapping by the application a particular tag that is associated with the hypertext link, before the request is processed by the embedded browser;

determining whether the trapped tag comprises a special key tag;

if the trapped tag does not comprise a special key tag, passing the hypertext link to the embedded browser for processing; and

if the trapped tag comprises a special key tag, allowing the application to process the special key tag in accordance with the auxiliary information, and thereafter passing the embedded tag of the special key tag to the embedded browser for processing.

2. The method of claim 1, wherein said Web client includes browser software having connectivity to the Internet.

3. The method of claim 1, wherein said embedded browser comprises a child process of the application.

4. The method of claim 1, wherein said special key tag comprises an undefined HTML tag.

5. The method of claim 4, wherein the undefined HTML tag includes information that may be interpreted by the application but is ignored by HTML browser software.

6. The method of claim 1, wherein the special key tag includes information for setting a system registry of the Web client.

7. The method of claim 6, wherein operation of the Web client is affected, at least in part, upon setting of the system registry.

8. The method of claim 6, wherein specific program logic of the Web client is invoked in response to setting of the system registry.

9. The method of claim 1, wherein said special key tag comprises a defined keyword and at least one delimiter character.

10. The method of claim 9, wherein said defined keyword is a selected one of "accept" and "update".

11. The method of claim 9, wherein said at least one delimiter character comprises a vertical bar character.

12. The method of claim 1, wherein said embedded tag comprises a valid HTML tag.

13. The method of claim 1, wherein said auxiliary information comprises a set of name/value pairs.

14. The method of claim 13, wherein said set of name/value pairs are employed for entering specific system registry entries in the Web client.

15. The method of claim 14, wherein said system registry entries are stored in a persistent manner, so that operation of the Web client is controlled without having to store browser "cookies."

16. The method of claim 14, wherein said system registry entries are stored in a persistent manner, so that Web content retrieved and displayed in the embedded browser is based on previously-stored context information.

17. The method of claim 1, wherein said trapping step includes trapping a "browse to" event occurring at the embedded browser.

18. The method of claim 17, wherein said application receives a notification that the embedded browser is about to navigate to a new location.

19. The method of claim 17, wherein said "browse to" event occurs in response to a user activating a hypertext link of a Web page that is being rendered at the embedded browser.

20. The method of claim 1, wherein said step of determining whether the invoked hypertext link comprises a special key tag includes:

performing a search on the trapped tag for determining whether it comprises a tag having a keyword identifier.

21. The method of claim 1, further comprising:

optionally appending new information to the embedded tag before it is passed to the embedded browser for processing.

22. The method of claim 21, wherein said new information that is appended to the embedded tag comprises name/value pairs that are meaningful to the Web server.

23. The method of claim 21, wherein validity of the embedded tag as an HTML tag is maintained when any new information is appended.

24. The method of claim 1, wherein said step of allowing the application to process the special key tag in accordance with the auxiliary information comprises:

invoking a specific handler of the application in response to receipt of specific instructions in the auxiliary information.

25. The method of claim 1, wherein said auxiliary information comprises user-specific information that allows the Web server to publish user-specific Web pages to the embedded browser.

26. A Web client/Web Server computer system comprising:

a Web client having an application with an embedded browser for retrieving information from a Web server, said information including Web pages having tags affecting display of content at the embedded browser, at least some Web pages having hypertext links comprising tags specifying hypertext navigation to other information;

computer-implemented logic at the Web client for defining a special key tag type to be monitored by the application, so that the server may control the application, said special key tag type specifying a tag that includes an embedded tag specifying hypertext navigation and includes auxiliary information;

computer-implemented logic at the Web server for publishing to the application a Web page having at least one of said special key tags, so that the Web page is displayed at the application;

computer-implemented logic at the Web client for trapping a tag associated with a particular hypertext link of the published Web page that has been invoked by a user, before said tag is processed by the embedded browser; and

computer-implemented logic at the Web client for performing a selected one of:

(i) passing the trapped tag through unchanged to the embedded browser for processing if the trapped tag does not comprise a special key tag; and

(ii) allowing the application to process the trapped tag in accordance with the auxiliary information if the trapped tag comprises a special key tag, and thereafter passing the embedded tag of the trapped tag to the embedded browser for processing.

27. The system of claim 26, wherein said Web client includes browser software having connectivity to the Internet.

28. The system of claim 26, wherein said embedded browser comprises a child process of the application.

29. The system of claim 26, wherein said special key tag comprises an undefined HTML tag.

30. The system of claim 29, wherein the undefined HTML tag includes information that may be interpreted by the application but is ignored by HTML browser software.

31. The system of claim 26, wherein the special key tag includes information for setting a system registry of the Web client.

32. The system of claim 31, wherein operation of the Web client is affected, at least in part, upon setting of the system registry.

33. The system of claim 31, wherein specific program logic of the Web client is invoked in response to setting of the system registry.

34. The system of claim 26, wherein said special key tag comprises a defined keyword and at least one delimiter character.

35. The system of claim 34, wherein said defined keyword is a selected one of "accept" and "update".

36. The system of claim 35, wherein said at least one delimiter character comprises a vertical bar character.

37. The system of claim 26, wherein said embedded tag comprises a valid HTML tag.

38. The system of claim 26, wherein said auxiliary information comprises a set of name/value pairs.

39. The system of claim 38, wherein said set of name/value pairs are employed for entering specific system registry entries in the Web client.

40. The system of claim 39, wherein said system registry entries are stored in a persistent manner, so that operation of the Web client is controlled without having to store browser "cookies."

41. The system of claim 39, wherein said system registry entries are stored in a persistent manner, so that Web content retrieved and displayed in the embedded browser is based on previously-stored context information.

42. The system of claim 26, wherein the trapped tag is trapped by computer-implemented logic responsive to receipt of a notification of a "browse to" event occurring at the embedded browser.

43. The system of claim 42, wherein said application receives a notification that the embedded browser is about to navigate to a new location.

44. The system of claim 42, wherein said "browse to" event occurs in response to a user activating a hypertext link of a Web page that is being rendered at the embedded browser.

45. The system of claim 26, wherein said Web client performs a search on the trapped tag in order to determine whether it comprises a tag having a keyword identifier.

46. The system of claim 26, further comprising:

computer-implemented logic at the Web client for optionally appending new information to the embedded tag before it is passed to the embedded browser for processing.

47. The system of claim 46, wherein said new information that is appended to the embedded tag comprises name/value pairs that are meaningful to the Web server.

48. The system of claim 46, wherein validity of the embedded tag as an HTML tag is maintained when any new information is appended.

49. The system of claim 26, wherein said Web client includes computer-implemented logic for invoking a specific handler of the application in response to receipt of specific instructions in the auxiliary information of a trapped tag that comprises a special key tag.

5

50. The system of claim 26, wherein said auxiliary information comprises user-specific information that allows the Web server to publish user-specific Web pages to the embedded browser.